

Message Text

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PAGE 01 STATE 081358
ORIGIN USIA-15

INFO OCT-01 EUR-12 ISO-00 PA-02 PRS-01 BIB-01 /032 R

DRAFTED BY USIA: IMV/R: JLDENNIS
APPROVED BY STATE: EUR/EX: JAMES L. TULL
CLEARANCES
USIA:IMV/R: JLDENNIS
USIA:IEU: JJOHNSON
USIA: I/SO: R HUMPHREY
USIA: IMV/D:PWOODWARD
STATE: EUR/CE: JOHN WARD

-----120424Z 031342 /62

P 120405Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY BERLIN PRIORITY

UNCLAS STATE 081358

E.O. 11652: N/A

SUBJECT: PBS REPRESENTATIVES AT TELEVISION PROGRAM CONFERENCE AT
CANNES

1. AGENCY HAS LEARNED THAT THREE PBS STATIONS WILL HAVE
REPRESENTATIVES AT THIS YEAR'S TELEVISION SALES CONFERENCE APRIL 22
TO 28 AT CANNES. STATIONS WITH REPS ARE: WGHB, BOSTON PRODUCERS
OF NOVA SERIES; WNET PRODUCERS OF DANCE IN AMERICA, ADAMS CHRONICLES;
WQED PRODUCERS OF NATIONAL GEOGRAPHIC FILMS. MANY USIS OFFICERS
HAVE EXPRESSED INTEREST IN SEEING PBS PROGRAMS USED IN THEIR HOST
COUNTRIES. LACK OF CONTACT WITH REPS OF PBS STATIONS IS FREQUENTLY
CITED AS CAUSE FOR LIMITED USE.

2. DAVID MENAIR WHO REPRESENTS WQED HAS INDICATED WILLINGNESS
TO DISCUSS POSSIBILITIES FOR GREATER USE OF HIS STATIONS
PROGRAMS WITH OFFICIALS FROM EASTERN EUROPEAN TELEVISION. SUGGEST
ADDRESSEE CONTACT TELEVISION DIRECTORS OF HOST COUNTRY AND DETERMINE
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INTEREST IN TALKING TO PBS REPS. IF INTEREST IS HIGH AND USIS
CAN FORWARD NAMES OF TELEVISION PERSONNEL ATTENDING CANNES CONFERENCE
AGENCY WILL GIVE NAMES TO MENAIR WHO WILL ATTEMPT TO CONTACT THEM.

3. WHILE MENAIR DOES NOT REPRESENT OTHER PBS STATIONS WHO HAVE
NO FOREIGN SALES REPRESENTATIVES HE HAS ASSISTED THESE SMALLER
STATIONS IN PAST AND IS WILLING TO HELP.

4. ADVISE IF HOST COUNTRY TELEVISION DIRECTORS WILL ATTEND
AND ARE INTERESTED IN TALKING TO MENAIR. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, TELEVISION BROADCASTING, MEETING DELEGATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 12-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE081358
Document Source: CORE
Document Unique ID: 00
Drafter: IMV/R: JLDENNIS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770125-1191
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770465/aaaaceok.tel
Line Count: 65
Litigation Code IDs:
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Litigation History:
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Message ID: 903bbda6-c288-dd11-92da-001cc4696bcc
Office: ORIGIN USIA
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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Subject: PBS REPRESENTATIVES AT TELEVISION PROGRAM CONFERENCE AT CANNES
TAGS: ETEL, OCON, US, GC, (MENAIR, DAVID)
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vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/903bbda6-c288-dd11-92da-001cc4696bcc
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